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E.O. 12958: N/A

TAGS: OIIP KPAO NS

SUBJECT: Request for DVC Speaker on Promoting Surinamese Crafts in the American Market

¶1. (U) SUMMARY. Post requests a Digital Video Conference (DVC) speaker for a DVC on "Promoting Surinamese Crafts in the American Market." This DVC would educate artisans and crafters on how to develop product lines marketable to Americans as well as how to effectively access the U.S. market. The Government of Suriname has identified its crafts sector as an area for development. END SUMMARY.

¶2. (U) PROGRAM DESCRIPTION: This DVC would provide artisans and crafters information on the tools and techniques needed to attract buyers from the U.S. and international markets. The speaker should address tactics and strategies for developing competitive product lines for the American market and incorporate relevant video or other photographic information on craft products from other countries (as examples of products with sufficient professional quality for the U.S. and similar international markets). In particular, the speaker should recommend approaches for effectively developing higher-end products and productive international marketing.

¶3. (U) TIME FRAME: Post proposes to host this DVC in the afternoon of March 19, 2010. Suriname will be one hour ahead of Eastern Daylight Time (EDT) on this date.

¶4. (U) PROGRAM PURPOSE: Promoting and expanding the crafts sector would contribute to Suriname's development, including the advancement of women-operated micro and small businesses. This DVC would also augment Post's outreach to local artisans and crafters.

¶5. (U) MSP STRATEGIC GOALS: Goal #1 Mutual U.S./Suriname appreciation and respect contributing to a more effective partnership. Goal #4 Evident U.S. Contribution to Suriname's improved economic and social development.

¶6. (U) AUDIENCE: The audience for the DVC on crafts would include private sector artisans and crafters, as well as representatives of NGOs, artisanal groups, and the Government of Suriname.

¶7. (U) PROPOSED TOPIC AND NATURE OF EVENTS: Post requests one DVC on "Promoting Surinamese Crafts in the American Market." Post recommends 90 minutes of programming, with 45 - 60 minutes of prepared presentation followed by 15 - 30 minutes of questions and answers.

¶ 8. (U) NAME(S) OF DESIRED SPECIALIST: Post recommends Diane Nesselhuf, Founder of Sharing the Dream in Guatemala (<http://www.sharingthedream.org>), a non-profit organization that promotes fair trade with cooperatives and small businesses in Guatemala. Ms. Nesselhuf is recommended as a viable candidate from contacts in the state of South Dakota, Post's State Partner, and has preliminarily expressed interest in this program. Ms. Nesselhuf can be reached at diane@sharingthedream.org and/or (605) 624-6895.

¶ 9. (U) LANGUAGE: English

¶ 10. (U) POST CONTACT INFORMATION: Erik Anderson, tel: (597) 472 900 extension 2208, fax: (597) 420 800, email: AndersonEM@state.gov; Judith Dijks, EducationUSA Advisor, tel: (597) 472-900 ext. 2267, fax: (597) 425 690, email: DijksJB@state.gov; and Rachidie Frangie, Economic Assistant, tel. (597) 472-900 ext. 2241, fax (597) 425 690, email FrangieRF@state.gov.

¶ 11. (U) FUNDING SPECIFICS: Post would be willing to use I-Bucks in support of this program.

NAY